Role: Conduct a transparent and credible program which effectively applies our understanding of smoking and health science to responsible product development.

Responsibilities:

1. Understand smoking and health
2. Communicate with scientific and public health community
3. Product acceptability evaluations
4. Harm reduction guidance and evaluation

Processes We Use:

1. Provide Direction
   a. mission, role and priorities
   b. values
   c. annual planning process
   d. PPP
   e. Presentations on program progress and status

2. Allocate Resources
   a. planning process (gap analysis, discontinue work)
   b. structure review
   c. advancement planning
   d. budget process

3. Build Capability
   a. planning
   b. share scientific learnings with all scientists
   c. external contracting of research
   d. PPP (and promote interactions of scientists with scientific community)
   e. Advancement planning
   f. MBWA (instill values)

4. Know Where You Are
   a. planning (milestones; reduced harm chart [filling it]) – monthly reviews
   b. track PHC and scientific community perceptions (published, personal contacts)
   c. ERP (progress; learnings)
   d. bi-annual development meetings
   e. MBWA
   f. bi-monthly staff meetings

Source: https://www.industrydocuments.ucsf.edu/docs/jqvk0001